

# Shasta County Economic Forecast

Recreational demand for camping, hiking, boating, and other outdoor sport opportunities dominate the Shasta County economy, along with a thriving agricultural industry.

The population of Shasta County in January of 2003 was 172,000 residents, an increase over the 2000 Census of 5.3 percent. Redding, the largest city in the county, has a population of 85,700. The two cities other cities, Anderson and Shasta Lake, have populations approaching 10,000 residents each. The population at Shasta Lake has grown an average of 2.6 percent per year since the 2000 Census. The population projections indicate that by the year 2010, Shasta County will reach 195,000 residents, an increase of 12 percent over the 2003 population level.

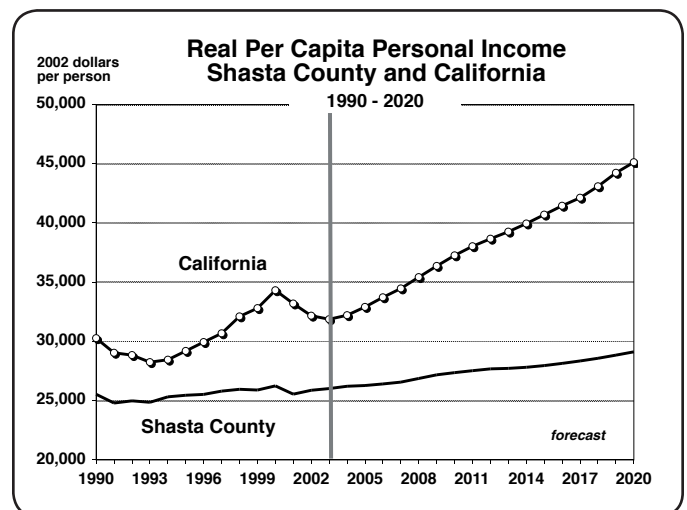
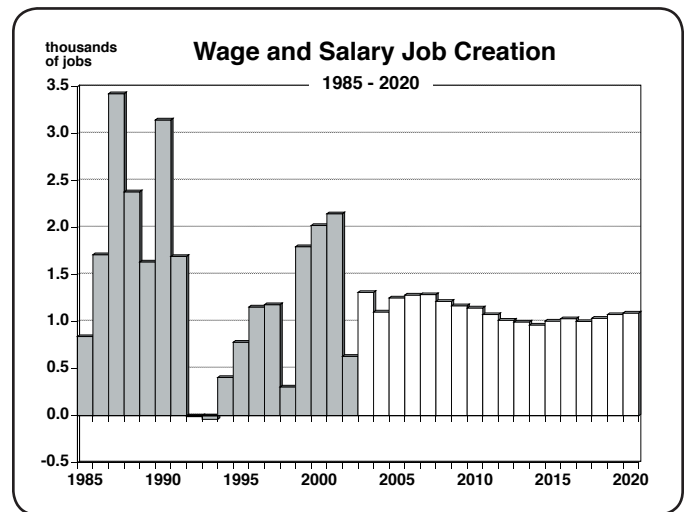
The county's 2002 annual average unemployment rate of 7.4 percent was higher than the state's rate of 6.6 percent. The 2002 rate is a significant improvement over the rates of 10 percent and higher that prevailed in the county between 1991 and 1995.

Services, retail trade, and government dominate the county's total employment, with 78 percent of all wage and salary jobs. In 2002, services accounted for the largest share with 31 percent of all employment. The largest concentration of service jobs is in the healthcare sector. Shasta County has become the largest medical services hub north of Sacramento, with two major medical centers, a rehabilitation hospital, and numerous specialized medical clinics and facilities.

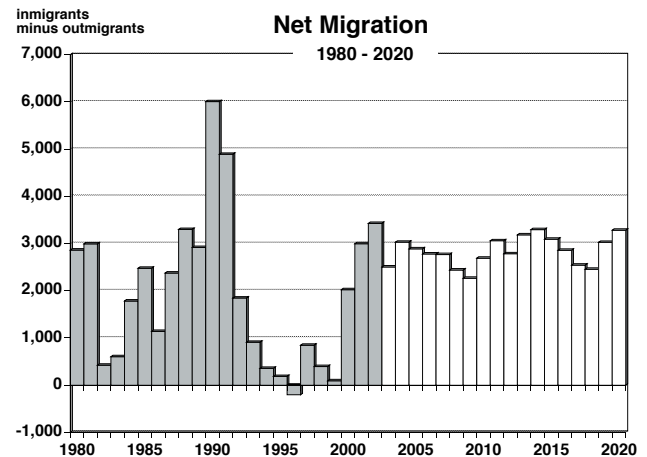
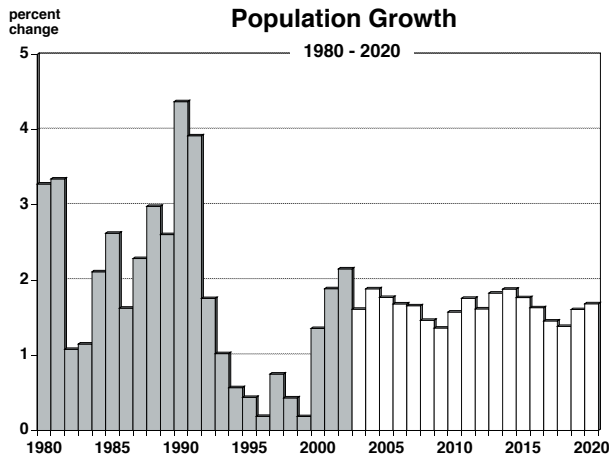
The Shasta County economy relied heavily on timber and timber products industries in the past. However, a greater diversity of industries is now being encouraged. Economic development efforts have aggressively recruited new businesses, bringing manufacturers, call centers, private education, and major retailers to the area. Recently, manufacturing employment has declined, in tandem with the weaker state economy since mid-2000. The forecast however, has more durable manufacturing jobs being created over the next 10 years.

## Forecast Highlights

- Non-farm employment growth averages 1.9 percent per year between 2003 and 2008. Employment in farming increases 0.4 percent per year over the same time period.



- Population growth accelerates from the average per year rate of 0.5 percent between 1997 and 2002, to 1.7 percent per year between 2003 and 2008. The forecast calls for consistent levels of positive net migration, due to the expansion of the business economy in services, manufacturing, and construction. The number of births also increases later in the decade as the 20 to 29 year old age cohort increases steadily.
- The government sector is forecast to add over 1,000 new jobs over the next 5 years. Services will contribute nearly 2,800 new positions, and retail trade is forecast to increase by 1,200 new jobs between 2003 and 2008.

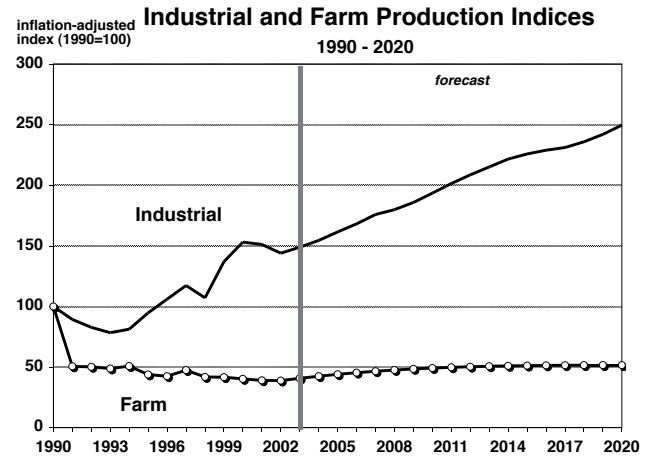
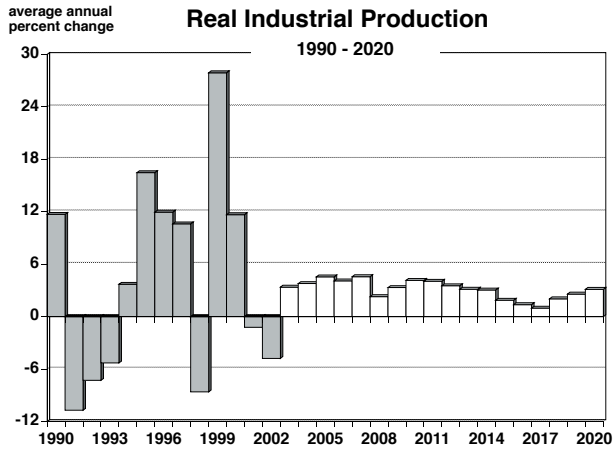


## Shasta County Economic Forecast

### 1995-2002 History, 2003-2020 Forecast

	July Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Retail Sales (billions)	Personal Income (billions)	Real Per Capita Income (dollars)	Farm Crop Value (millions)	Industrial Production (billions)
1995	159,700	186	167	63.0	772	\$1.0	\$3.2	\$25,459	\$46	\$1.7
1996	160,000	-201	168	63.6	716	\$1.1	\$3.3	\$25,531	\$46	\$1.9
1997	161,200	847	160	64.3	676	\$1.1	\$3.5	\$25,809	\$53	\$2.1
1998	161,900	397	167	65.1	694	\$1.2	\$3.6	\$25,965	\$48	\$1.9
1999	162,200	95	172	65.8	809	\$1.3	\$3.8	\$25,896	\$50	\$2.4
2000	164,400	2,024	181	63.4	972	\$1.4	\$4.0	\$26,251	\$51	\$2.7
2001	167,500	2,998	193	64.0	1,021	\$1.5	\$4.2	\$25,549	\$52	\$2.7
2002	171,100	3,428	196	64.9	1,341	\$1.6	\$4.4	\$25,878	\$52	\$2.6
2003	173,859	2,505	200	66.4	1,128	\$1.6	\$4.6	\$26,023	\$56	\$2.7
2004	177,134	3,030	203	67.5	1,076	\$1.7	\$4.9	\$26,220	\$60	\$2.8
2005	180,268	2,890	208	68.6	1,082	\$1.7	\$5.1	\$26,285	\$64	\$2.9
2006	183,303	2,781	211	69.6	974	\$1.8	\$5.4	\$26,416	\$68	\$3.0
2007	186,343	2,768	216	70.6	954	\$1.9	\$5.7	\$26,573	\$71	\$3.1
2008	189,073	2,442	220	71.5	834	\$1.9	\$6.0	\$26,879	\$75	\$3.2
2009	191,649	2,265	225	72.3	791	\$2.0	\$6.3	\$27,180	\$78	\$3.3
2010	194,668	2,691	230	73.1	966	\$2.1	\$6.6	\$27,374	\$82	\$3.5
2011	198,089	3,060	234	74.0	1,097	\$2.2	\$6.9	\$27,534	\$85	\$3.6
2012	201,292	2,785	239	75.1	1,026	\$2.3	\$7.3	\$27,686	\$88	\$3.7
2013	204,970	3,186	244	76.1	1,194	\$2.4	\$7.7	\$27,730	\$92	\$3.8
2014	208,823	3,295	249	77.2	1,232	\$2.5	\$8.0	\$27,817	\$95	\$4.0
2015	212,513	3,092	253	78.4	1,154	\$2.6	\$8.4	\$27,962	\$98	\$4.0
2016	215,982	2,859	256	79.5	1,038	\$2.7	\$8.9	\$28,144	\$101	\$4.1
2017	219,127	2,545	260	80.5	907	\$2.8	\$9.3	\$28,350	\$104	\$4.1
2018	222,160	2,457	262	81.4	879	\$2.9	\$9.8	\$28,583	\$107	\$4.2
2019	225,733	3,027	265	82.3	1,077	\$3.0	\$10.3	\$28,850	\$110	\$4.3
2020	229,536	3,283	267	83.3	1,146	\$3.2	\$10.9	\$29,122	\$113	\$4.5

- Real per capita income is projected to increase 0.7 percent per year over the next 5 years. This is an acceleration of the negligible rate of growth in income that occurred between 1997 and 2002 in the county.
- An average of 1,000 new residential units are forecast per year over the next 5 years: 2003 to 2008. This is a 9 percent increase over the average 919 units per year, authorized between 1997 and 2002.



Total Wage & Salary (000)	Farm (000)	Mining & Construction (000)	Manufacturing (000)	Transportation, Utilities (000)	Wholesale, Retail Trade (000)	Finance, Real Estate (000)	Services (000)	Government (000)
-----employment (jobs)-----								
53.7	0.9	3.2	4.3	3.6	14.4	1.7	15.5	10.1
54.9	1.0	3.3	4.5	3.6	14.3	1.7	16.1	10.2
56.1	0.8	3.5	4.6	3.7	14.4	1.7	16.9	10.6
56.4	0.9	3.2	4.2	3.9	14.3	1.7	17.6	10.7
58.2	0.9	3.5	4.2	3.8	14.5	1.8	18.4	11.1
60.2	0.9	3.7	4.3	3.7	14.8	1.7	19.0	12.1
62.4	1.0	4.0	4.3	3.4	15.0	2.1	20.2	12.5
63.0	1.0	3.8	3.8	3.3	15.2	2.1	19.8	14.0
64.3	1.0	3.9	3.7	3.3	15.4	2.1	20.6	14.2
65.4	1.0	4.0	3.7	3.4	15.4	2.1	21.3	14.4
66.7	1.0	4.1	3.8	3.4	15.6	2.1	21.9	14.6
68.0	1.0	4.2	3.8	3.5	15.9	2.2	22.5	14.9
69.2	1.0	4.3	3.8	3.6	16.3	2.2	22.9	15.1
70.5	1.0	4.3	3.8	3.6	16.6	2.3	23.4	15.4
71.6	1.0	4.4	3.9	3.7	16.9	2.3	23.8	15.7
72.8	1.0	4.4	3.9	3.8	17.2	2.4	24.2	15.9
73.9	1.0	4.5	3.9	3.8	17.4	2.5	24.5	16.2
74.9	1.0	4.5	3.9	3.9	17.7	2.6	24.8	16.4
75.9	1.0	4.6	4.0	4.0	17.9	2.7	25.0	16.7
76.8	1.0	4.7	4.0	4.0	18.2	2.8	25.2	16.9
77.9	1.0	4.7	4.0	4.1	18.4	2.9	25.5	17.2
78.9	1.0	4.7	4.0	4.1	18.7	2.9	25.8	17.5
79.9	1.0	4.7	4.1	4.2	19.0	3.0	26.1	17.8
80.9	1.0	4.7	4.1	4.3	19.2	3.1	26.4	18.1
82.0	1.0	4.7	4.1	4.3	19.5	3.2	26.7	18.4
83.1	1.0	4.8	4.1	4.4	19.8	3.3	27.0	18.7

